

Content Partner Quick Links





What's July New With 2007 NeuLion...

Dear Friends,

This month we've had great development in three major markets: ethnic programmers - as seen with a recent partnership with IRIE TV which offers a Caribbean service, faith based groups - demonstrated with Sky Angel and Three Angels Broadcasting, affinity networks - our most recent announcement with the National Hockey League.

We are broadening the landscape of delivery for many target audiences and expanding the horizons of video and content distribution worldwide. Who is your audience and how are you engaging them in the television experience? These days it's about watching what you want and having the ability to get choice programming anytime, anywhere.



KylinTV





BASEBALL BURANO COM National Hockey
League Inks
Deal with
NeuLion to Bring
Unique Online
Experience to
NHL Fans

NeuLion Is Chosen As The NHL's Online Video Service Provider

The National Hockey League (NHL) and NeuLion recently announced their partnership to bring a unique online experience to fans worldwide using NeuLion technology at the start of the 2007-08 season.

A new NHL Integrated Video Portal will be available via NHL.com and all of the 30 club sites to deliver high-quality video and other content. Fans will be able to navigate easily between live game content, video features, behind-thescenes footage and game highlights that are viewable in multiple video windows or full screen. Read on...

See NHL/NeuLion feature in the Wall Street Journal: NHL to Add Webcasts in Bid to Broaden Reach

Christian Satellite TV Provider Plans Major Improvements with Transition to IPTV

NeuLion Launches Sky Angel

HAWAII IPTV LLC









Pass it on...

Please let us know if you have a friend or associate interested in our newsletter and forward the email to them below where they can sign up for FREE.

Programming

NeuLion proudly announces its partnership with Sky Angel U.S. LLC to launch Sky Angel, multiple channels of Christian-centered and family-friendly programming, using the NeuLion technology platform.

Sky Angel currently delivers over 30 television and radio channels to customers across the contiguous United States using direct broadcast satellite and reaches consumers in homes, churches, prisons, shelters, hospitals and nursing homes.

Programming includes family movies; classic sitcoms; Christian shows for kids and teens; biblical teaching and inspirational programs; home life, health and talk shows; documentaries and educational programs; special events, conferences and concerts; Christian music videos; and more. Read on...

> Ready To Launch Your Own IPTV Service?

By David Cotriss of Daily IPTV

NeuLion leads the charge in the convergence of the television and the Internet, becoming an early leader in the streaming video and broadband Television space. We also



recently named Chris Wagner one of the top IPTV Movers and Shakers.

Read on to see the latest trends in IPTV.

Internet TV - Set Top Box

By Lawrence Hart of IP Television Magazine

Part 4 of a 4 part series: An Internet IPTV set top box is an electronic device that adapts to broadband Internet communications signals into a format that can be displayed on a television. The basic functions of an Internet IPTV set top box include connecting to the Internet via a broadband connection, separating, decoding and processing media and interfacing the media and controls with the user. Read on..

Whether you're golfing, vacationing, relaxing on the beach or checking out the latest IP media...enjoy the rest of your summer.

Chris...

Forward email

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This email was sent to nancy.christopher@skyangel.com, by <u>jennifer.powalski@neulion.com</u>
<u>Update Profile/Email Address</u> | Instant removal with <u>SafeUnsubscribe™</u> | <u>Privacy Policy</u>.

Constant Contac

NeuLlon, Inc. | 1600 Old Country Road | suite 101 | Plainview | NY | 11803

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From:

Kathy Johnson

Sent:

Tuesday, July 31, 2007 12:38 PM

To: Cc: 'Elisa Freeman@discovery.com'

Sublect:

Greg_Yavello@discovery.com; Charles_Myers@discovery.com RE: New Media, NHL Deal & Major IPTV Transitions...

Thanks, will do.

From: Elisa_Freeman@dlscovery.com [mailto:Elisa_Freeman@discovery.com]

Sent: Tuesday, July 31, 2007 12:33 PM

To: Kathy Johnson

Cc: Greg_Yavello@discovery.com; Charles_Myers@discovery.com **Subject:** RE: New Media, NHL Deal & Major IPTV Transitions...

Hi Kathy,

Please have Ray call Charlie Myers to walk through the technology. His number is 571-262-3259.

Thanks, Elisa

"Kathy Johnson" <Kathy.Johnson@SkyAngel.com>

To <elisa_freeman@discovery.com>, <greg_yavello@discovery.com>

Subject RE: New Media, NHL Deal & Major IPTV Transitions...

Hi Elisa and Greg,

07/31/2007 12:23 PM

Did you still need to talk to an engineer? I didn't get any contact information from you yet and I wanted to make sure you didn't need something.

Also, I did note that the e-newsletter below did have an entire article on Neulion's set top box and how it works; would that be the information you're looking for?

Thanks, Kathy

From: Jennifer Powalski [mailto:jennifer.powalski@neulion.com]

Sent: Monday, July 30, 2007 2:39 PM

To: Nancy Christopher

Subject: New Media, NHL Deal & Major IPTV Transitions...

Neulion iPTV Platform

One World, One Platform.



End-To-End Encoding, Delivery And Set Top Box Service

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By Lawrence Hart of <u>IP Television</u> <u>Magazine</u>

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Chris...

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☑ SafeUnsubscribe®
This email was sent to nancy.christopher@skyangel.com, by jennifer.powalski@neulion.com Update Profile/Email Address | Instant removal with SafeUnsubscribe™ | Privacy Policy.

NeuLion, Inc. | 1600 Old Country Road | suite 101 | Plainview | NY | 11803

Email Marketing by

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From:

Kathy Johnson

Sent:

Tuesday, July 31, 2007 12:39 PM 'Elisa Freeman@discovery.com'

Subject:

RE: New Media, NHL Deal & Major IPTV Transitions...

Attachments:

ATT1604405.jpg; ATT1604406.jpg; ATT1604407.jpg; ATT1604408.jpg; ATT1604409.jpg; ATT1604410.gif; ATT1604411.jpg; ATT1604412.jpg; ATT1604413.gif; ATT1604414.jpg; ATT1604415.gif; ATT1604416.jpg; ATT1604417.jpg; ATT1604418.gif; ATT1604419.gif

I'm putting it together right now and should have it to you in a minute.

From: Elisa_Freeman@discovery.com [mailto:Elisa_Freeman@discovery.com]

Sent: Tuesday, July 31, 2007 12:38 PM

To: Kathy Johnson

Subject: RE: New Media, NHL Deal & Major IPTV Transitions...

Kathy,

Can you email me your proposed Channel line-up. Thanks, Elisa

"Kathy Johnson" <Kathy.Johnson@SkyAngel.com>

To <elisa_freeman@discovery.com>, <greg_yavello@discovery.com>

CC

07/31/2007 12:23 PM

Subject RE: New Media, NHL Deal & Major IPTV Transitions...

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To: Nancy Christopher

Subject: New Media, NHL Deal & Major IPTV Transitions...

From:

Kathy Johnson

Sent: To: Wednesday, August 01, 2007 7:54 PM 'Elisa Freeman@discovery.com'

Cc:

greg_yavello@discovery.com

Subject:

RE: Channels to be added to IPTV service

Categories:

Red Category

Hi Elisa.

We could probably go to Frascati's which is right next door; it's Italian--no reservations required!

I'm looking forward to meeting you tool I've loved meeting the entire Discovery staff in the past--they've always been the greatest out of all of our networks (just don't tell anyone else that!;)

Kathy

From: Elisa_Freeman@discovery.com [mailto:Elisa_Freeman@discovery.com]

Sent: Wednesday, August 01, 2007 5:55 PM

To: Kathy Johnson

Cc: greq_yavello@discovery.com

Subject: Re: Channels to be added to IPTV service

Hi Kathy,

The first flight out gets me in to Fort Myers at 11:10 am. I should be able to get to your office between 12 and 12:30. Is there a restaurant nearby that you would like for me to make a reservation?

Looking forward to finally meeting you in person.

Elisa

"Kathy Johnson" < Kathy.Johnson@SkyAngel.com>

To <elisa freeman@discovery.com>, <greg_vavello@discovery.com>

C

07/31/2007 12:40 PM

Subject Channels to be added to IPTV service

Elisa & Greg:

Here is a list of the original proposed channel line-up on the Sky Angel service; we've completed agreements with about half the channels so far. We'll be adding more as we go along as well; this would be for the initial launch in the Fall.

Weather Channel
History Channel
Discovery Channel
Animal Planet
Hallmark Channel
Hallmark Movie Channel

Golf Channel PBS Kids Sprout **PBS** HGTV Food Network Do It Yourself Network Sportsman Channel Fox News Fox Business News NASA Pentagon Channel Classic Arts Showcase RFD Blue Highways TV Horse Channel CSPAN 1, 2

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From:

Kathy Johnson

Sent:

Thursday, August 02, 2007 11:01 AM 'Elisa_Freeman@discovery.com'

Subject:

FW: Technical Questions

Attachments:

Discovery IPTV Technology Review 02282007.doc

HI Elisa,

FYI, this is what Discovery's engineer sent our engineer. Obviously it isn't something that can be answered quickly and some of it is asking proprietary information that our partner, Neulion, may not want to disclose. We'll do what we can.

Thanks, Kathy

----Original Message----

From: Charles Myers@discovery.com [mailto:Charles Myers@discovery.com]

Sent: Wednesday, August 01, 2007 6:20 PM

To: Raymond LaRue

Subject: Technical Questions

Ray,

It was a pleasure to speak. Here are my immediate questions - its pretty detailed so I suggest we talk tomorrow morning. I have also attached our more detailed questionnaire as we may have the need to obtain more detailed information.

- 1. Service Overview
- a. Please provide an end to end system diagram documenting content flow from the reception point of Discovery services to the consumer's residence.
- b. Please provide any documentation with appropriate enumeration for referencing within your reply.
- c. What is the anticipated full deployment date of the service?
- d. What zip codes are covered by the initial service offering, and at full deployment?
- 2. Media Encoding
- a. Linear services
- i. What is the proposed algorithm/standard for video encoding?
- 1. What profile?
- 2. What is the encoding video resolution?
- 3. What is the video encode bit rate?
- 4, Are these CBR, VBR or capped VBR?
- ii. What is the proposed algorithm/standard for audio encoding?
- 1. Stereo services?
- 2. Multi-channel services?
- 3. What is the audio encode bit rate?
- 4. What sample rate is supported?
- 5. The number of bits implemented?
- iii. What is the overall per-program A/V stream bit rate?
- b. Non-linear services

- i. What is the proposed algorithm/standard for video encoding?
- 1. What profile?
- 2. What is the encoding video resolution?
- 3. What is the video encode bit rate?
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- 2. Multi-channel services?
- 3. What is the audio encode bit rate?
- 4. What sample rate is supported?
- 5. The number of bits implemented?
- iii. What is the overall per-program A/V stream bit rate?
- iv. Does this schema fall under a specific standard? For example, Cablelabs VOD 2.0?
- 3. Media Encoding Security
- a. Delivery from Discovery Origination Facility to Network Head end.
- i. Please describe and characterize this portion of the end-to-end pathway.
- ii. How is content decrypted and delivered into the distribution system?
- 1. For SD services please outline the entities proposed physical infrastructure from the Discovery US Networks point of demarcation to their service encoders.
- 2. For HD services please outline the entities proposed physical infrastructure from the Discovery US Networks point of demarcation to their service encoders.
- iii. Please describe the encryption and physical security applied to facilities supporting content stream delivery from point of Discovery US Networks delivery demarcation point.
- iv. Please describe the physical security applied to this portion of the network.
- v. What tamper resistant mechanisms are employed to prevent signal thest?
- vi. Please describe the pro-active theft monitoring activities performed by the network.
- vii. Has the proposed system be audited and reviewed by an independent security firm?
- 1. If yes, then please disclose the firm and results, which will be held in highest confidence.
- 4. In-Home Transport
- a. Overview
- i. Please describe the mechanism of delivery of services to subscriber.
- ii. Please describe the service's A/V characteristics.
- iii. Please describe the supported delivery devices (i.e., STB, client software, etc.)
- iv. Please describe any features or restrictions placed upon in-home networking, including wireless networking.
- 5. In-Home Transport Security
- a. IP Stream Characteristics
- i. How is the A/V content encrypted?

- 1. Linear content?
- 2. Non-linear content?
- ii. How is DRM applied to content?
- iii. Please provide an overview of the DRM system being implemented.
- iv. How is A/V decryption keys delivered?
- v. Is A/V keys unique to a single program delivered to all subscriber portals? A single program to a single STB or player? A single STB or player for multiple programs?
- vi. How is the IP stream prevented from being re-routed?

b. Hardware STB

- i. Please provide front and rear panel photographs or drawings.
- ii. Please identify and characterize each type of analog output for both audio and video.
- iii. Please identify the types of Content Protection applied to analog outputs.
- iv. Are analog outputs standard definition or high definition, or both?
- v. Is CGMS-A added by the STB? Which line/lines?
- vi. Please describe the control mechanism of enabling analog output Content Protection.
- vii. Please identify and characterize each type of digital output.
- viii. Are digital outputs standard definition or high definition, or both?
- ix. Please identify types of Content Protection applied to digital outputs.
- x. Please describe the control mechanism of enabling digital output Content Protection.
- xi. Can any of the outputs be disabled from a centralized control point in the event that the content owner finds piracy from that output (in industry terms, Selectable Output Control)?
- xii. Please describe the content decryption approach taken within STB.
- xiii. Please describe the mechanism of key hiding or protection used within the STB.
- xiv. Is the STB equipped with PVR functionality?
- xv. How is premium content protected within the PVR functionality?
- xvi. Is the STB capable of session based watermarking?
- 1. Please identify the watermarking technology used and the payload.
- 2. Please describe the forensic marking process.
- 3. Please describe the forensic marking detection and recovery process.
- 4. Please describe the robustness of the watermark in terms of survivability to obscuration, video resolution reduction, or over marking.
- xvii. How many IP network connections are supported per STB?
- xviii. Can the security system within the STB be renewed?
- xix. Does security system renewal require the permission of the subscriber?
- xx. What is the process by which renewal is invoked? Is it commanded from the head end or upon a notification followed by a request by the subscriber?
- xxi. Can the STB be revoked?
- xxii. How does the STB authenticate itself to the network?
- xxiii. How often does re-authentication occur?
- xxiv. Please provide a copy of the security robustness and compliance rules required of STB manufacturers.
- c. Software Player
- i. Please identify and characterize the software environment and player supplier.

- ii. Please identify and characterize types of analog outputs.
- iii. Please identify the types of Content Protection applied to analog outputs.
- iv. Are analog outputs standard definition or high definition or both?
- v. Is CGMS-A added by the video output card? Which line/lines?
- vi. Please describe control mechanism of enabling analog output Content Protection.
- vii. Please identify and characterize types of digital outputs.
- viii. Are digital outputs standard definition or high definition or both?
- ix. Please identify types of Content Protection applied to digital outputs.
- x. Please describe the control mechanism of enabling digital output Content Protection.
- xi. Can any of the outputs be disabled from a centralized control point in the event that the content owner finds piracy from that output (in industry terms, Selectable Output Control)?
- xii. Please describe the content decryption approach taken within the player.
- xiii. Please describe the mechanism of key hiding or protection used within the player.
- xiv. Is the player permitted to have PVR functionality?
- xv. How is premium content protected within the PVR functionality?
- xvi. Is the player capable of session based watermarking?
- 1. Please identify the watermarking technology used and payload.
- 2. Please describe the forensic marking process.
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- 4. Please describe the robustness of the watermark in terms of survivability to obscuration, video resolution reduction, or over marking.
- xvii. How many IP network connections are supported per player?
- xviii. Can the player be renewed?
- xix. Does security system renewal require the permission of the subscriber?

(See attached file: Discovery IPTV Technology Review 02282007.doc) Warmest Regards,

Charles J. Myers Director, Affiliate Technology and Standards

Media Technology, Production, and Operations Discovery Communications, LLC

Phone: 571-262-3259 Fax: 571-262-3502

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From:

Kathy Johnson

Sent: To:

Thursday, August 02, 2007 11:13 AM 'Elisa_Freeman@discovery.com'

Subject:

RE: FW: Technical Questions

I appreciate that but Ray has indicated that it may take a few days to answer them due to the fact that he also needs to consult with Neulion. We may want to put the Monday meeting then on hold until this part is cleared up. Let me know.

Kathy

From: Elisa_Freeman@discovery.com [mailto:Elisa_Freeman@discovery.com]

Sent: Thursday, August 02, 2007 11:08 AM

To: Kathy Johnson

Subject: Re: FW: Technical Questions

Hi Kathy,

Charlie sent Ray our standard questions for new technologies. I am sure many of these questions are easily answerable when Ray and Charlle speak today. Our immediate concerns are signal security, signal quality and that all required information is passed through to the consumer (ie closed captioning). I will call Charlie and let you know if there are any issues.

thanks, Elisa

"Kathy Johnson" <Kathy.Johnson@SkyAngel.com>

To <Elisa_Freeman@discovery.com>

08/02/2007 11:00 AM

Subject FW: Technical Questions

Hi Elisa.

FYI, this is what Discovery's engineer sent our engineer. Obviously it isn't something that can be answered quickly and some of it is asking proprietary information that our partner, Neulion, may not want to disclose. We'll do what we can.

Thanks, Kathy

----Original Message----

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Sent: Wednesday, August 01, 2007 6:20 PM

To: Raymond LaRue

Subject: Technical Questions

Ray,

From:

Kathy Johnson

Sent: To: Monday, August 06, 2007 12:26 PM 'Elisa_Freeman@discovery.com'

Subject:

RE: Almost there

Great!

----Original Message----

From: Elisa_Freeman@discovery.com [mailto:Elisa_Freeman@discovery.com]

Sent: Monday, August 06, 2007 12:20 PM

To: Kathy Johnson Subject: Almost there

Hi Kathy

I should be at your office in twenty minutes Thanks Elisa Elisa Freeman

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From:

Kathy Johnson

Sent:

Wednesday, August 15, 2007 2:10 PM

To:

'Elisa_Freeman@discovery.com'

Cc: Subject: Greg_Yavello@discovery.com RE; FW: Technical Questions

It was great meeting you tool Our VP of Engineering stated he talked to your engineer again on Monday and he indicated he had talked to Neulion and was satisfied with the technology, which was good news. I look forward to hearing from you shortly.

Kathy

From: Elisa_Freeman@discovery.com [mailto:Ellsa_Freeman@discovery.com]

Sent: Wednesday, August 15, 2007 9:58 AM

To: Kathy Johnson

Cc: Greg_Yavello@discovery.com **Subject:** RE: FW: Technical Questions

Hi Kathy,

It was great to finally meet you in person last week. We have gathered the ratings information for each channel and will send it along later this afternoon. I also have a meeting scheduled today with our senior management team regarding your technology to see whether we can move forward. I should be able to get back to you tomorrow.

Thanks for your patience.

Elisa

"Kathy Johnson" <Kathy.Johnson@SkyAngel.com>

To <Elisa_Freeman@discovery.com>

CC

08/02/2007 11:12 AM

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From:

Kathy Johnson

Sent: To: Monday, August 20, 2007 12:06 PM 'Elisa_Freeman@discovery.com' Greg_Yavello@discovery.com

Cc: Subject:

RE: FW: Technical Questions

Hi Elisa.

I don't believe I received anything from you on Friday? Do you have an update?

Thanks! Kathy

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From:

Kathy Johnson

Sent:

Monday, August 20, 2007 2:54 PM 'Elisa Freeman@discovery.com'

Subject:

RE: FW: Technical Questions

That's okay, I certainly understand (now more than ever!) Things are going well however she's just now coming to terms that she's lost both of her parents, so that's been difficult as you can imagine. Plus she started Kindergarten today, which is always confusing and scary even if you have both parents. She has her up and down moments but we're getting her into counseling to try to help her through it. Thanks for asking!

From: Elisa_Freeman@discovery.com [mailto:Elisa_Freeman@discovery.com]

Sent: Monday, August 20, 2007 12:20 PM

To: Kathy Johnson

Cc: Greg_Yavello@discovery.com **Subject:** Re: FW: Technical Questions

Sorry I was out on Friday I will get it to you today

How is your new daughter? I hope all is going well

Elisa

Elisa Freeman

---- Original Message -----

From: "Kathy Johnson" [Kathy.Johnson@SkyAngel.com]

Sent: 08/20/2007 12:06 PM

To: Elisa Freeman Cc: Greg Yavello

Subject: RE: FW: Technical Questions

Hi Elisa,

I don't believe I received anything from you on Friday? Do you have an update?

Thanks! Kathy

From: Elisa_Freeman@discovery.com [mailto:Elisa_Freeman@discovery.com]

Sent: Wednesday, August 15, 2007 9:58 AM

To: Kathy Johnson

Cc: Greg_Yavello@discovery.com **Subject:** RE: FW: Technical Questions

Hi Kathy,

It was great to finally meet you in person last week. We have gathered the ratings information for each channel and will send it along later this afternoon. I also have a meeting scheduled today with our senior management team regarding your technology to see whether we can move forward. I should be able to get back to you tomorrow.

Thanks for your patience. Elisa "Kathy Johnson" <Kathy.Johnson@SkyAngel.com> To <Elisa_Freeman@discovery.com> 08/02/2007 11:12 AM Subject RE: FW: Technical Questions I appreciate that but Ray has indicated that it may take a few days to answer them due to the fact that he also needs to consult with Neulion. We may want to put the Monday meeting then on hold until this part is cleared up, Let me know. Kathy **From:** Elisa_Freeman@discovery.com [mailto:Elisa_Freeman@dlscovery.com] Sent: Thursday, August 02, 2007 11:08 AM To: Kathy Johnson Subject: Re: FW: Technical Questions Hi Kathy, Charlie sent Ray our standard questions for new technologies. I am sure many of these questions are easily answerable when Ray and Charlie speak today. Our immediate concerns are signal security, signal quality and that all required information is passed through to the consumer (ie closed captioning). I will call Charlie and let you know if there are any issues. thanks, Elisa "Kathy Johnson" <Kathy.Johnson@SkyAngel.com> To <Elisa_Freeman@dlscovery.com> 08/02/2007 11:00 AM Subject FW: Technical Questions Hi Elisa, FYI, this is what Discovery's engineer sent our engineer. Obviously it isn't something that can be answered quickly and

FYI, this is what Discovery's engineer sent our engineer. Obviously it isn't something that can be answered quickly and some of it is asking proprietary information that our partner, Neulion, may not want to disclose. We'll do what we can.

Thanks, Kathy

----Original Message----

From: Charles Myers@discovery.com [mailto:Charles Myers@discovery.com]

Sent: Wednesday, August 01, 2007 6:20 PM